

Cornell ILR Alumni Association, Membership Committee
Update September 20, 2014

Mission: To work collaboratively with the ILR School Alumni Affairs and Development Office to build and maintain ILRAA membership.

Summary of Completed Activities Q3 2014

- Continue to use the ‘I am ILRAA’ Videos for membership solicitation
 - Initial postcard with video link sent in March
 - Second postcard with video link sent in May
 - Third postcard with video link sent in August
- Email postcard notices sent to expiring members June, July, August

Results to Date

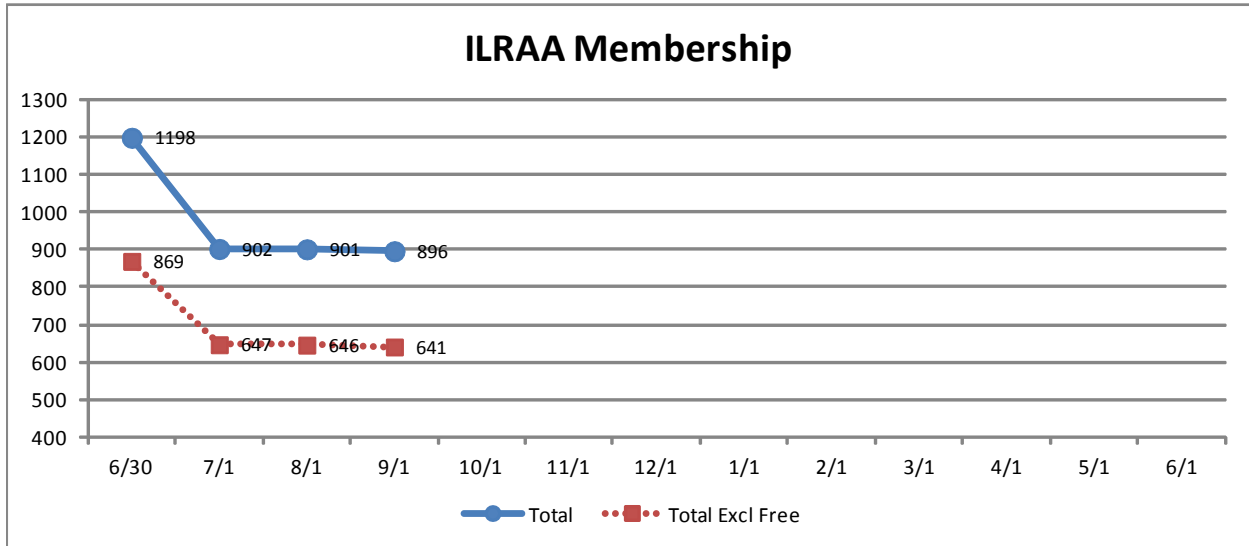
- Achieving strong renewal rates continues to be a challenge
 - 133 ILRAA members with a 1 year membership expired on or before 9/1/2014
 - 54 (41%) have renewed to date
 - 187 ILRAA members with 3 year memberships expired on or before 9/1/2014
 - 30 (16%) have renewed to date
 - 329 ILRAA members with a complimentary membership (students) expired on or before 9/1/2014
 - 28 (8.5%) have renewed to date
- We have sold a similar number of membership this year (as compared to last year), but membership levels remain relatively flat (as we also have memberships expiring every month).

Plans for Q3 / Q4

- Continue with renewal email postcards mailings
 - We have expiring memberships each month
 - A member with expired membership should be notified at least 3 times
- Evaluate membership drive plans after completing dues model discussion at ILRAA board meeting

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ILRAA Membership Status



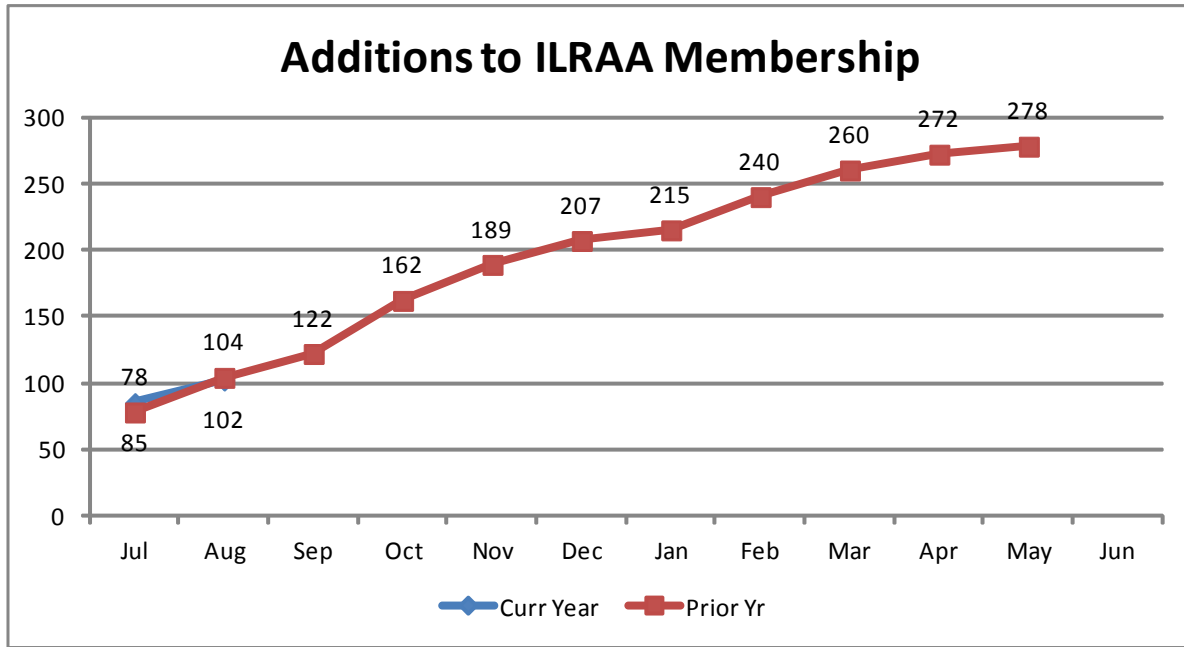
Estimated Annual Revenue Summary

	Total Paid Memberships	1 Year	3 Year	Y/R/S 1 Year	Y/R/S 3 Year	Lifetime
Growth Since 7/1	102	75	12	13	1	1
Percent of Total Growth	N/A	73.5%	11.8%	12.7%	1.0%	1.0%
Estimated Fee by Type	N/A	\$60	\$150	\$35	\$95	\$900
Estimated Revenue	\$7,750	\$4,500	\$1,800	\$455	\$95	\$900

(Excludes free memberships)

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Year Over Year Sales



Estimated Annual Revenue Summary

	Total Paid Memberships	1 Year	Y/R/S 1 Year	Lifetime
Growth Since 6/30	102	75	12	13
Percent of Total Growth	N/A	73.5%	11.8%	12.7%
Estimated Fee by Type	N/A	\$60	\$150	\$35
Estimated Revenue	\$7,750	\$4,500	\$1,800	\$455